

### Split Incentive Customer Referral Scheme.

The present invention provides a method and an internet-based system aimed specifically at soliciting the help of existing customers of an internet-based service to market the service to new customers. The system embodies customer account management and a split incentive scheme that compensates the existing customer who acts as a referrer and the new customer who has been referred.

## LIST OF PRIOR ART

A review of the prior art has turned up no customer referral scheme that uses the power of existing customers of an internet-based service by giving an incentive that is split between the existing customer who acts as a referred and a new customer who has been referred.

Some of the patents in the area of customer referral schemes are listed below.

U.S. Pat. No. 6,164,974 (issued Dec. 26, 2000) provides an evaluation based learning system to develop, teach and administer courses.

3899775 Larsen  
4799156 Shavit et al.  
4984155 Geire et al.  
4992940 Dworkin  
5319542 King, Jr. et al.  
5537314 Kanter.  
5590197 Chen et al.  
5712979 Graber et al.  
5715314 Payne et al.  
5717860 Graber et al.  
5724424 Gifford et al.  
5745681 Levine et al.  
5812769 Graber et al.  
5819285 Damico et al.  
6,029,141 Bezos, et al.